



REVISIONS TO THE OCTOBER 15, 1983
APPLE // PRODUCTS CONFIDENTIAL DEALER PRICE LIST

* NEW APPLE // PRODUCTS ADDED TO PRICE LIST

Product	Description	Page No.
A2P2016	Apple //e Home System Bundle *	1
A2D0053	Apple/NPL //	4
D2D2111	BPI Accounts Payable for Apple //e	4
D2D2106	BPI Accounts Receivable for Apple //e	4
A2F0146	Data Base Brochure **	7
A2F0135	Intelligent Choices Brochure	7
A2F0144	Small Business Market Brochure	7

* UNAVAILABLE APPLE // PRODUCTS REMOVED FROM PRICE LIST:

A2M0055	Joystick II+	3
C2B0002	VT-100 Emulator	4
A2D0007	Dow Jones Portfolio Evaluator	4
A2L0036	DOS 3.3 Manual	6

Note:

* Effective October 15, 1983 to January 15, 1984 this bundle replaces Part No. A2P2010. The hardware configuration remains the same. New bundle contain \$1300 worth of coupons for software, hardware and information services.

** The Data Base Brochure replaces Quick FileTM/// and Quick File //e data sheets. It also includes information on AppleFile ///.

APPLE // PRODUCTS CONFIDENTIAL DEALER PRICE LIST

OCTOBER 15, 1983



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple // Systems			(Each)						
† A2P2012	Apple //e Starter System	1	1995.00	1295.00	1295.00	1295.00	1295.00	1295.00	1295.00
† A2P2013	Extended Apple //e Starter System	2	2165.00	1415.00	1415.00	1415.00	1415.00	1415.00	1415.00
† A2S2064	64K Apple //e System		1395.00	940.00	940.00	940.00	940.00	940.00	940.00
† A2P2016	Apple //e Home System Bundle	3	1795.00	1167.00	1167.00	1167.00	1167.00	1167.00	1167.00
† A2P2014	Apple //e Business System	4	2995.00	1947.00	1947.00	1947.00	1947.00	1947.00	1947.00
Apple // Disk Drives and Accessories									
† A2M0003	Disk II - Drive Only		395.00	278.00	273.00	267.00	260.00	254.00	248.00
† A2M0044	Disk II w/Controller for Apple II Plus		545.00	385.00	376.00	368.00	360.00	350.00	342.00
† A2M0044E	Disk II w/Controller for Apple //e		545.00	385.00	376.00	368.00	360.00	350.00	342.00
A2M2006	Disk Clamp Adapter Kit (5/pack)		N/C	N/C	N/C	N/C	N/C	N/C	N/C
Apple // Printers and Accessories									
† A3M0025	Daisy Wheel Printer	5	2195.00	1384.00	1341.00	1309.00	1292.00	1276.00	1259.00
A2C0351	Daisy Wheel Accessory Kit for All+ and //e	5	N/A	21.00	20.00	19.00	18.00	17.00	16.00
† A2M0072	Daisy Wheel Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
A2M0074	Multi-Strike Ribbon (DWP) (6/pack)		10.50	40.00	39.00	38.00	37.00	36.00	36.00
A2M0081	Printwheel, Boldface (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0079	Printwheel, Courier 10 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0080	Printwheel, Gothic 15 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0078	Printwheel, Prestige Elite (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
† A2M0058	Dot Matrix Printer	5	675.00	419.00	406.00	393.00	381.00	371.00	361.00
A2C0350	Dot Matrix Accessory Kit for All+ and //e	5	N/A	21.00	20.00	19.00	18.00	17.00	16.00
A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50	42.00	40.00	39.00	38.00	37.00	36.00
A2M2004	DB-25 Adapter Kit	6	N/C	N/C	N/C	N/C	N/C	N/C	N/C
† A2M0036	Silentype® Printer for the Apple II+		395.00	260.00	253.00	246.00	238.00	230.00	223.00
† A2M2045	Silentype® Printer for Apple //e		395.00	260.00	253.00	246.00	238.00	230.00	223.00
A2M2009	Silentype® Adapter Kit (5 pack)		20.00	66.00	64.00	62.00	60.00	59.00	58.00
A2C0001	Silentype® Paper (10/box)		4.50	30.00	29.00	28.00	27.00	26.00	25.00

All products listed are compatible with Apple II Plus and Apple //e systems unless otherwise indicated.

Notes:

- * - New Product
- † - Products eligible for floorplanning.
- 1 - Includes Apple //e 64K Personal Computer, Disk II w/Interface, 80-Column text

card, Monitor // and cable, power cord, operating diskettes and manuals.

- 2 - Includes Apple //e 64K Personal Computer, Disk II w/Interface, Monitor // and cable, power cord, Extended 80-Column text card, operating diskettes and manuals.

(cont. on page 2)

Product		Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
					1-3	4-9	10-19	20-39	40-79	80 +
Apple Monitors and Accessories				(Each)						
†	A3M0006	Monitor /// (12" B & W)		249.00	135.00	130.00	125.00	120.00	115.00	110.00
†	A3M0039	Monitor /// (12" Green)		249.00	165.00	159.00	155.00	150.00	145.00	140.00
†	A2M2010	Monitor //		229.00	153.00	151.00	149.00	145.00	142.00	137.00
	A2M0260	Apple // Monitor Stand		29.95	21.00	20.00	19.00	18.00	17.00	17.00
Apple // Plotter and Accessories										
†	A9M0302	Apple Color Plotter, Model 410	1	995.00	569.00	550.00	540.00	531.00	521.00	512.00
	A2C0302	Apple Color Accessory Kit for A//	1	N/A	33.00	32.00	31.00	31.00	31.00	31.00
†	A9P0302	Apple Color Plotter Starter Kit	2	N/A	998.00	N/A	N/A	N/A	N/A	N/A
	A9C0300	Apple Plotter Overhead Transparency File (5/box)		39.95	108.00	104.00	102.00	100.00	98.00	96.00
	A9C0301	Apple Plotter Paper Kit 8½ x 11 inch (5/box)		5.95	17.00	16.00	16.00	15.00	15.00	15.00
	A9C0302	Apple Plotter Paper Kit 11 x 17 inch (5/box)		9.95	28.00	27.00	26.00	26.00	25.00	25.00
	A9C0304	Apple Plotter Multi-Pen Capper Kit (5/box)		19.95	65.00	63.00	62.00	61.00	60.00	59.00
		Apple Plotter Paper and Transparency Pens (each packaged 5/box)		12.95	36.00	35.00	34.00	34.00	33.00	32.00

Paper Pens

	narrow (.3mm)	wide (.7mm)
Black	A9G0300	A9G0301
Red	A9G0304	A9G0305
Green	A9G0308	A9G0309
Blue	A9G0312	A9G0313
Combo 1	A9G0316	A9G0317
Combo 2	A9G0320	A9G0321

Transparency Pens

narrow (.3mm)	wide (.7mm)
A9G0302	A9G0303
A9G0306	A9G0307
A9G0310	A9G0311
A9G0314	A9G0315
A9G0318	A9G0319
A9G0322	A9G0323

Notes:

- † - Products eligible for floorplanning.
- 1 - The Apple Plotter and Accessory Kit for A// are included in the total Suggested Retail Price. The accessory kits are sold with the Plotter and not as a stand alone product to the consumer.
- 2 - One per authorized dealer location.
- 3 - Includes one pen each of Black, Red, Green and Blue.
- 4 - Includes one pen each of Violet, Burnt Orange, Gold and Brown.

Page 1 Notes cont:

- 3 - Includes Apple //e 64K Personal Computer, Disk II w/Interface, Joystick //e, plus bonus coupons for software, hardware and Information Services.
- 4 - Includes Apple //e 64K Personal Computer, Disk II w/Interface, Disk Drive only, Monitor // and cable, Extended 80-Column text card, Dot Matrix Printer, DMP Accessory Kit, and Parallel Interface card.
- 5 - The Apple Printers (DMP/DWP) and Accessory Kits for A// are included in the total Suggested Retail Price. The Accessory Kits are sold with printers and not as a stand alone product to the consumer.
- 6 - For use with Parallel Interface and Super Serial Card.

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple // Expansion and Interface Cards			(Each)						
	A2B2022	Apple //e 80 Column Text Card	125.00	88.00	86.00	85.00	82.00	80.00	79.00
†	A2B2023	Apple //e Extended 80 Column Text Card	295.00	208.00	204.00	199.00	194.00	190.00	185.00
†	A2B0015	IEEE-488 Card	450.00	292.00	270.00	265.00	254.00	243.00	233.00
†	A2B0010	Integer BASIC ROM Card (for Apple II+ only)	200.00	126.00	120.00	117.00	113.00	108.00	104.00
	A2B0043	Language Card (for Apple II+ only)	195.00	128.00	122.00	115.00	110.00	105.00	101.00
	A2B0021	Parallel Interface Card	165.00	109.00	103.00	100.00	96.00	93.00	90.00
	A2B0001	Prototyping/Hobby Card	24.00	15.00	14.00	14.00	13.00	13.00	12.00
†	D2B0010	Smarterm 80-Column Board	379.00	249.00	243.00	236.00	228.00	221.00	214.00
	A2B0044	Super Serial Card	195.00	128.00	122.00	115.00	110.00	105.00	101.00
	D2B0034	Thunderclock Card	149.00	98.00	95.00	93.00	90.00	87.00	84.00
	D2M0047	Thunderclock X-10 Interface	59.95	39.00	38.00	37.00	36.00	35.00	34.00
	D2D0083	Thunderclock Dater	32.95	22.00	21.00	20.00	20.00	19.00	19.00
	D2D0034	Thunderclock Pascal Software	34.95	23.00	22.00	22.00	21.00	20.00	20.00
Apple // Miscellaneous Accessories									
	A2D0000	Blank Diskettes (10/box)	50.00/bx10	31.00	28.00	27.00	26.00	26.00	25.00
	A2G0001	Diskette Vinyl Pages (10/pack)	8.50/pk10	5.00	5.00	5.00	5.00	5.00	5.00
	A2G0002	Software Binder (12/box)	11.00	83.00	81.00	78.00	74.00	71.00	68.00
	A2M0082	Apple //e Game Port Adapter Kit for Apple II+ (4/pack)	14.95	38.00	37.00	36.00	36.00	35.00	35.00
	A2M0054	Hand Controllers II+	34.95	23.00	22.00	21.00	20.00	19.00	18.00
	A2M2001	Hand Controllers //e	34.95	23.00	22.00	21.00	20.00	19.00	18.00
	A2M2002	Joystick //e	59.95	38.00	37.00	35.00	34.00	32.00	31.00
	A2M0056	Numeric Keypad II+	159.95	101.00	98.00	94.00	90.00	87.00	83.00
	A2M2003	Numeric Keypad //e	159.95	101.00	98.00	94.00	90.00	87.00	83.00
†	D2D0099	Telidon Graphics System	595.00	415.00	400.00	385.00	375.00	365.00	355.00

Notes:

- † - Products eligible for floorplanning.
- 1 - Package includes adapters for both the Apple II+ and Apple //e.

Product	Description	Notes	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
Apple // Languages & Operating Systems			(Each)			
A2D0050	Apple CO-PILOT		35.00	23.00	5	22.00
† A2D0032	Apple FORTRAN		200.00	136.00	4	124.00
† D2D0100	Apple Logo		175.00	122.00	5	115.00
† A2D0024	Apple Pascal		250.00	165.00	5	150.00
A2D0028	Apple PILOT		100.00	61.00	3	58.00
† A2D0051	Apple SuperPILOT		200.00	122.00	5	116.00
A2D0052	Apple SuperPILOT Log		50.00	31.00	5	29.00
A2D0029	DOS Tool Kit		75.00	47.00	5	45.00
Apple // Business Software						
A2D0049	Apple // Business Graphics		175.00	110.00	5	101.00
† A2D0053	Apple / NPL //	*	550.00	358.00	5	341.00
C2B0010	Apple Writer // (for II+ only)		150.00	97.00	5	90.00
C2B2010	Apple Writer // (for //e only)		195.00	127.00	5	117.00
† D2D2111	BPI Accounts Payable for A//e	*	395.00	237.00	N/A	N/A
† D2D0002	BPI Accounts Receivable		395.00	248.00	5	229.00
† D2D2106	BPI Accounts Receivable for A//e	*	395.00	237.00	N/A	N/A
† D2D2104	BPI General Accounting		395.00	237.00	N/A	N/A
† D2D0003	BPI General Ledger		395.00	248.00	5	229.00
† D2D0023	BPI Inventory Control		395.00	248.00	5	229.00
† D2D0036	BPI Job Costing		595.00	374.00	5	345.00
† D2D0035	BPI Payroll		395.00	248.00	5	229.00
C2B0013	Comm-Pac		85.00	55.00	5	51.00
C2S0002	Data Tree Data Base		125.00	81.00	5	75.00
A2D0030	Dow Jones News & Quotes Reporter 2.0 (13 sector)		135.00	81.00	5	76.00
A2D2005	Quick File // (for //e only)		100.00	60.00	5	58.00
C2B0011	Script II		100.00	65.00	5	60.00
† C2B0012	Senior Analyst		225.00	146.00	5	135.00
Apple Developer's Software						
A2D0037	Applegraphics II		75.00	47.00	5	45.00
† C2S0004	Designer's Toolkit		225.00	143.00	5	138.00
C2B0003	Psort		85.00	55.25	5	51.00

Note:

* - New Product.

† - Product eligible for floorplanning.

Product	Description	Notes	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
Apple // Product Training Paks			(Each)			
C2Z0001	PTP - Apple Writer II		40.00	20.00	5	20.00
C2Z2001	PTP - Apple Writer // (for //e only)		40.00	20.00	5	20.00
C2Z2002	PTP - Quick File // (for //e only)		40.00	20.00	5	20.00
Apple // Educational Software						
D2D0100	Apple Logo		175.00	122.00	5	115.00
A2D0015	Elementary, My Dear Apple		30.00	20.00	5	18.00
C2E0013	Ernie's Quiz		50.00	32.00	5	30.00
C2E0016	Instant Zoo		50.00	32.00	5	30.00
C2E0010	Math Strategy		45.00	29.00	5	27.00
C2E0015	Mix and Match		50.00	32.00	5	30.00
C2E0009	Spelling Strategy		45.00	29.00	5	27.00
C2E0014	Spotlight		50.00	32.00	5	30.00
A2D0014	Shell Games (13 sector)		30.00	19.00	5	18.00

Product	Description	Notes	Sugg. Retail Price	Single Qty. Price
Apple II+ and //e Reference Manuals			(Each)	
A2P2001	Applesoft Manual Set for //e (5/box)		50.00	150.00
A2L2004	Applesoft Reference Manual for //e (5/box)		30.00	90.00
A2L2003	Applesoft Tutorial for //e (5/box)		25.00	75.00
A2L2006	Apple //e 80-Col. Text Card Manual (5/box)		20.00	60.00
A2L2007	Apple //e Extended 80-Col. Card Supplement (5/box)		15.00	45.00
A2L2001	Apple //e Owner's Manual (5/box)		20.00	60.00
A2L2005	Apple //e Reference Manual (5/box)		30.00	90.00
A2L2002	DOS Users Manual for //e (5/box)		20.00	60.00
A2L2012	DOS Programmers Manual for //e (5/box)		20.00	60.00
D2L2013	Apple Monitor Peeled for Apple II+ only		19.95	10.00
A2L0006	Applesoft Reference Manual for Apple II/+ only (8/box)		10.00	48.00
A2L0018	Applesoft Tutorial Manual for Apple II+ only (9/box)		10.00	54.00
A2L0005	BASIC Programming Manual for Apple II+ only (20/box)		7.00	72.00
A2L0026	Apple Fortran Reference Manual (7/box)		25.00	105.00
A2L0042	Apple PILOT Editors Manual (10/box)		15.00	90.00
A2L0041	Apple PILOT Language Manual (9/box)		20.00	108.00
A2L0012	Disk II Manual (8/box)		10.00	48.00
A2L0004	Parallel Interface Card Manual (5/box)		2.00	6.00
D2L0014	Pascal Hands On (5/box)		14.95	43.00
A2L0027	Pascal Language Reference Manual (9/box)		20.00	108.00
A2L0028	Pascal Operating System Manual (7/box)		25.00	105.00
A2L0034	Silentye Manual (10/box)		2.00	12.00
AppleCare Carry-in Service for Apple // Products				
SC20017	Apple //e Personal Computer		48.00/yr	31.00/yr
SC20001	Apple II Plus Personal Computer		60.00/yr	39.00/yr
SC30010	Daisy Wheel Printer		150.00/yr	98.00/yr
SC20005	Dot Matrix Printer		60.00/yr	39.00/yr
SC20004	Silentye® Printer		48.00/yr	30.00/yr
SC20002	Disk //		36.00/yr	23.00/yr
SC20006	Graphics Tablet		48.00/yr	30.00/yr
SC30015	Color Plotter		48.00/yr	31.00/yr
SC30013	Monitor ///		18.00/yr	12.00/yr
SC20016	Monitor //		18.00/yr	12.00/yr
SC20008	Numeric Keypad //		18.00/yr	12.00/yr
A2F0152	AppleCare Carry-In Service Registration Form (25/pack)		N/C	N/C

APPLE // SOFTWARE AND MANUALS

Software and Manuals qualify for an Apple Software credit. The schedule below is based on total dollar volume (net of returns) of software and manuals purchased during each Apple fiscal month. Credit is based on invoices (not including freight, insurance and special promotions except when noted).

MONTHLY DOLLAR VOLUME	CREDIT (% OF MONTHLY \$ VOLUME)
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Up to \$3000	0%
\$3001. to \$6000.	3%
\$6001. to \$10,000.	6%
\$10,001. to \$50,000.	11%
\$50,001. to \$100,000.	15%
Over \$100,001.	20%

APPLE
FISCAL
MONTH

FROM

TO

October	October 1, 1983	October 28, 1983
November	October 29, 1983	November 25, 1983
December	November 26, 1983	December 30, 1983

Product	Description	Note	Qty Per Pack	Max Order Qty/Pack
Literature (No Charge Items)				
A2F2099	Apple //e Starter System Flyer		50	2
A2F2092	Apple //e System Brochure		50	2
A2F0094	Construction Brochure		50	2
A2F0146	Data Base Brochure	*	25	2
A2F0150	Education News Vol. 4 No. 3		25	2
A2F0015	Handicapped Resource Guide		25	2
A2F0135	Intelligent Choices Brochure	*	50	2
A2F0108	Logo Flyer		50	2
A2F0124	Product Training Workshop Brochure		25	2
A2F0144	Small Business Market Brochure	*	25	2
Data Sheets				
A2F0055	Applegraphics		25	2
A2F0121	Apple Color Plotter		50	2
A2F0039	Apple FORTRAN		50	2
A2F0050	Apple IEEE-488 Interface Card		25	2
A2F0032	Apple PILOT		25	2
A2F0056	Apple II Business Graphics		25	2
A2F2093	Apple //e System Data Sheet		25	2
A2F2098	Apple Writer // (for //e only)		50	2
A2F2119	Applesoft //e Data Sheet		25	2
A2F0070	Co-PILOT Data Sheet		25	2
A2F0148	Daisy Wheel Printer		50	2
A2F0043	Disk II Floppy Subsystem		50	2
A2F2096	DOS Toolkit Data Sheet		50	2
A2F2097	DOS 3.3 Data Sheet (for //e)		50	2
A2F0110	Dot Matrix Printer		50	2
A2F0025	Dow Jones News and Quotes Reporter 2.0		50	2
A2F0029	Elementary, My Dear Apple		50	2
A2F2100	Apple //e 80 Column Text Card and extended 80 Column Text Card		25	2
A2F0120	Monitor //		50	2
A2F0048	Monitor ///		25	2
A2F0031	Shell Games		25	2
A2F0045	Silentype® Thermal Printer		25	2
A2F0071	SuperPILOT		50	2
A2F2130	SuperPILOT Log		25	2
A2F0064	Super Serial Card		50	2
Sales Aids (No Charge Items)				
A2F0152	AppleCare Carry-In Service Registration Forms		25	1
A2F0122	AppleCare Carry-In Service Flyer		100	1
A2F0065	Co-op Claim Form		10	2
A2F0076	Co-op Prior Authorization Request Form		25	2
A2F0016	Co-op Radio/TV Sheet		1	10
A2F0010	Apple Collection Gift Catalog		25	1
A2F0138	Apple Logo Mini Reference Card		10	2
A2F0006	Apple Logo Poster		2	5
A2F0001	Large Logo Decals		200	1
A2F0002	Small Logo Decals		200	1

Note:

* - New Product

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Training Aids			(Each)						
A2G2001	Apple //e ... A Beginning Product Training Workshop		550.00	275.00	275.00	275.00	275.00	275.00	275.00
A2G2002	Apple //e ... A Beginning Reference Workbook (25/pack)		2.50 N/A	62.50 250.00	62.50 250.00	62.50 250.00	62.50 250.00	62.50 250.00	62.50 250.00
A9G0050	Horizons Small Business Seminar								
A9G0051	Horizons Seminar Workbook (25/pack)		N/A	45.00	45.00	45.00	45.00	45.00	45.00
A9G0201	Apple Has The Answers (25/pack)		1.50	15.00	15.00	15.00	15.00	15.00	15.00
A2G0021	Apple // Management Demo Book		N/A	100.00	100.00	100.00	100.00	100.00	100.00
A2G0020	Personal Computer Demo Master		N/A	100.00	100.00	100.00	100.00	100.00	100.00
Sales Aids									
A2G0013	Apple Mylar Banner		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0016	Apple Presentation Folders (10/pack)		N/A	7.00	6.00	6.00	6.00	6.00	6.00
A2G0033	Apple Plastic Carry Bags (200/box)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A2G0045	Software Sells Poster (5/pack)		N/A	5.00	5.00	5.00	5.00	5.00	5.00
Literature									
A2L0065	Apple In Depth Software Catalog (25/box)		3.00	20.00	20.00	20.00	20.00	20.00	20.00
D2L0001	BPI Descriptive Brochure		4.95	3.00	3.00	3.00	2.00	3.00	2.00
A2F2115	Apple II Cable and Connector Guide (50/box)		2.00	50.00	50.00	50.00	50.00	50.00	50.00
A2F2116	Apple //e Design Guidelines (50/box)		2.00	50.00	50.00	50.00	50.00	50.00	50.00
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95	20.00	20.00	20.00	20.00	20.00	20.00
A2L0061	Journal Courseware Vol. #1 (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2L0062	Journal Courseware Review Issue 1 (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2F2114	Apple //e Guide to the New Features (50/box)		2.00	50.00	50.00	50.00	50.00	50.00	50.00
A2G0034	Personal Computers In Business Guide (25/pack)		2.95	20.00	20.00	20.00	20.00	20.00	20.00
A2G0035	Personal Guide to Personal Computers (25/pack)		2.50	20.00	20.00	20.00	20.00	20.00	20.00

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